	Editorial Tariq Khani
	Articles
•	Translation of Shop Signboards: A Hermeneutic Perspective PRIYADA SHRIDHAR PADHYE
•	Transcending Cultural Boundaries: Transcreation in Maria Tatar's Cinderella Narratives AISHWARYA B. & RAICHEL M. SYLUS
•	Reclaiming Agency from the Colonial Writers: The Case of Marida Pillai UMA DAMODAR SRIDHAR
•	A Systematic Critique of the Persian Translator's Performance in Translating Metaphors from English to Persian HAMIDREZA ABDI
•	Impact of Semantic Fields on AI and Human Translation of Came Alcohol and Rain ABDULLAH SALEH AZIZ MOHAMMED9
	Book Reviews
•	Ma(r)king the Difference: Multiculturalism and the Politics of Translation Reviewed by Md. Zeeshan Alam
•	The K-Wave On-Screen: In Words and Objects Reviewed by SUKLAL SAREN14
•	Towards Responsible Machine Translation: Ethical and Lega Considerations in Machine Translation Reviewed by Tufan De





Translation Today

Volume 18, Issue 2, 2024





राष्ट्रीय अनुवाद मिशन NATIONAL TRANSLATION MISSION **CENTRAL INSTITUTE OF INDIAN LANGUAGES**

> **Editor** TARIQ KHAN





UGC CARE List Journal

Publication Policy

Translation Today (TT) is a double-blind peer-reviewed, indexed and refereed journal of the National Translation Mission (NTM). This has been listed in the UGC approved list of journals. It follows the standard publishing norms and therefore, invites original and unpublished submissions in the following categories:

- Research article
- Disciplinary dialogue
- Book Review
- Annotated bibliography
- Academic interview

Vision

- Seeks a spurt in translation research.
- Seeks excellence in dialogues and communications involving translations.
- $\bullet \ \ Seeks to further the frontiers of Translation Studies and its adjacent disciplines.$
- Seeks to foreground a host of practices and technologies relevant to translation.
- Seeks to contribute to the theoretical development of Translation Studies and its neighboring fields.

Submissions

The Translation Today Journal welcomes theoretical and practice-oriented submissions in all streams of thought relevant to Translation Studies, Interpretation Studies, and Adaptation Studies. The focus of the journal includes research in the following areas: translation tools & technology, translation education & training, translation evaluation & accreditation, scientific & technical terminology, translation memory & equivalents, machine-aided & automated translation, ontology and localization. Submissions embodying conceptual and empirical research such as articles, papers, interviews, notes, squibs are encouraged. Annotated bibliography and review of recently-published books on Translation Studies, Interpretation Studies and Adaptation Studies are also welcome. Translation Today is a member of Crossref. Contents published in this journal carry a unique DOI and are licensed under Creative Commons. The journal is indexed in MLA International Bibliography, MIAR, Directory of Research Journal Index (DRJI), Citefactor, ABCD, Translation Studies Bibliography (TSB) of John Benjamin, International Scientific Indexing (ISI), ERIH PLUS and COSMOS.

For submissions and queries, please write to:

Project Director

National Translation Mission,

Central Institute of Indian Languages,

Hunsur road, Manasagangotri, Mysuru-570006.

E-mail: projectdirector.ntm[AT]gmail[DOT]com, cc to:

 $ntmtranslation today [AT] gmail [DOT] com \ ntmtranslation today$

Phone: 0821-2345212/0821-2345217

Articles submitted for consideration of the Board will have to be in English. Translation Today will seriously consider the possibility of publishing material in Indian languages, or a multilingual edition of the journal in future. Articles should be preferably between 4000 and 5000 words in length. Unpublished contributions will be preferred. While submitting pieces already published elsewhere, the author must mention the fact as well as get permission to reproduce the same. The submission should be by e-mail. Please use .doc or .txt format. Graphics could be in JPEG or PNG format. All articles should carry a 100-word abstract and a short bio-note of the contributor.

Style and Conventions

The journal prefers the American Psychological Association (APA) style. Diagrams and figures should be suitable for photographic/scanner reproduction. Drawings should be in black font. Lettering should be of draughtsman standard and large enough to remain legible where the figure requires reduction in size. Tables should be typed on separate sheets.

Author's Benefit

All the contributors from India would receive a complimentary copy (print) of the journal and overseas contributors would receive an e-copy of the journal.

Reviewing System

The Translation Today follows double-blind peer-review policy. At first, the received paper is reviewed by the editors. If the editors find the paper suitable for the journal qualitatively, then the paper is sent to the experts who review the paper based on the guidelines of the Translation Today. The decision of accepting a paper for publication depends on the review report. Please see the Review Response Sheet in the NTM website.

Publication Fee

Translation Today does not charge any submission, processing or publication fees at any stage of publication.

Copyrights

Copyrights for the articles/translations/book reviews are retained by the National Translation Mission, Central Institute of Indian Languages, Mysore.

Plagiarism

Though all submissions are put on rigorous plagiarism check, the responsibility of originality of content rests with the concerned authors. A paper found with plagiarized content (major or minor) will not be considered for reviewing or publication.

Open Access Policy

For the wider dissemination of knowledge, all published articles of the Translation Today are freely accessible online. The back volumes of the print edition are also available on payment.

Disclaimer

The views expressed in the articles are solely that of the authors, and the editors or members of the Editorial Board are in no way responsible.

Translation Today

Editor

TARIQ KHAN

Volume 18, Issue 2 2024



National Translation Mission Central Institute of Indian Languages Mysuru



भारतीय भाषा संस्थान

उच्चतर शिक्षा विभाग, शिक्षा मंत्रालय, भारत सरकार, मानसगंगोत्री, हुन्सूर रोड, मैसूरु-570006, कर्नाटक

CENTRAL INSTITUTE OF INDIAN LANGUAGES

Department of Higher Education, Ministry of Education, Government of India

Manasagangotri, Hunsur Road, Mysuru-570006, Karnataka www.ciil.org :: e-⊠ ciil.publication@gmail.com :: இ +91-821-234-5182

Translation Today, Volume 18, Issue 2

ISSN: 0972-8740 e-ISSN: 0972-8090

Editor: Tariq Khan

© National Translation Mission, CIIL, Mysuru, 2024

ntmtranslationtoday@gmail.com projectdirector.ntm@gmail.com www.ntm.org.in/languages/English/translationtoday.aspx

One-year subscription: ₹500; \$100; £80; £60 excluding postage (airmail)

Publisher: Shailendra Mohan, Director, CIIL

Publication Team

Aleendra Brahma, Officer-in-Charge, Printing Press & Publication Unit H. Manohara, Artist, Printing Press & Publication Unit M.N. Chandrashekar, Compositor, Printing Press & Publication Unit

Page Layout: Seethalakshmi M. L. Cover Design: Nandakumar L.

Printed at CIIL, Printing Press, Mysuru

Editor

TARIO KHAN

Officer in Charge, NTM

Assistant Editors

GEETHAKUMARY V., NTM, CIIL ADITYA K. PANDA, NTM, CIIL SHREYA PARMAR, NTM, CIIL

Editorial Board

SUSAN BASSNETT

University of Warwick, Coventry, United Kingdom

JEREMY MUNDAY

University of Leeds, Leeds, United Kingdom

HARISH TRIVEDI

University of Delhi, New Delhi, India

ANTHONY PYM

The Rovirai Virgili University, Tarragona, Spain

MICHAEL CRONIN

Dublin University, Dublin, Ireland

PANCHANAN MOHANTY

Nalanda University, Rajgir, Bihar, India

DOUGLAS ROBINSON

Hongkong Baptist University, Hong Kong, China

LAKSHMI HARIBANDI

English and Foreign Languages University, Hyderabad, India

SHERRY SIMON

Concordia University, Montreal, Quebec, Canada

MIKI NISHIOKA

Osaka University, Osaka, Japan

ALAIN DESOULIERES

INALCO, USPC, CERLOM Research Centre, Paris, France

SUSHANT KUMAR MISHRA

Nalanda University, Rajgir, Bihar, India

JORGE DÍAZ-CINTAS

University College London, London, United Kingdom

BINHUA WANG

University of Leeds, Leeds, United Kingdom

JOHN CHUN YIN WONG

The University of Hong Kong, Hong Kong, China

ŁUCJA BIEL

University of Warsaw, Warsaw, Poland

SAEED AMERI

Ferdowsi University of Mashhad, Mashhad, Iran

ISABELLE ROBERT

University of Antwerp, Antwerp, Belgium

YVES GAMBIER

University of Turku, Turku, Finland

IAIN BOYD WHYTE

University of Edinburgh, Edinburgh, Scotland

JUI-CHING WALLACE CHEN

Middlebury Institute of International Studies, Monterey, USA

ROSARIO MARTIN RUANO

University of Salamanca, Salamanca, Spain

WANG LIDI

Chinese University of Hong Kong, Shenzhen, China